

# POST DATABASE

THE BANGKOK POST'S WEEKLY INFORMATION TECHNOLOGY SECTION

WEDNESDAY JANUARY 6, 1993



- IBM AS/400, RISC System/6000
- BPCS Software Packages for Manufacturing, Distribution, Financial
- AS/SET CASE Tool
- Software for Hospital, Finance, Travelling Agency,

Property Management, Automobile Service ect.

**Pro-Line Co., Ltd.**

468 Rachadapisek Road, Huay Kwang, Bangkok 10310

Tel: 5138804-5, 5139733-42, 5137460-2,

511 2828 Fax: 513 9087

FROM PAGE ONE

## INTERNET RADIO SHOW

bandwidth requirements of sound (16kbps-64kbps) were well suited to the current state of the overall Internet architecture.

He added that eventually he hoped to see the programming go live to provide a truly interactive medium with active listener participation.

Malamud already has two advertising sponsors in the form of Sun Microsystems and computer book publishers O'Reilly and Associates, and talk of Internet Talk Radio as combining the professional programming of radio with the worldwide reach of the Internet to create a brand-new medium.

What of objections by some as to how appropriate it would be to move these sound files that contain advertising over the Internet? Malamud admits that he is "pushing the limits" and has talked with the US Federal Communications Commission (FCC) who are interested since broad-

casting is their domain. His programmes will be distributed free of charge, he added.

The Thai "sound bites" that he is recording here will be incorporated in his programmes in a segment known as the "incidental tourist" which will also contain reviews of restaurants and other places of interests.

The service will take advantage of recent advances in desktop systems to support video and audio on the computer, he noted, adding that the multimedia wave means that systems from Apple, NeXT, IBM, Sun, Silicon Graphics, DEC and many other vendors have some form of sound support.

Malamud added that Internet Talk Radio would be distributed throughout the Internet to some 106 countries using traditional file transfer protocols, with UUNET acting as the initial staging point. He said local and regional network managers would transfer the files to a local

spool area and then "play" the data using techniques such as sending the data out to the local network through local multicast groups or by exporting the audio files as NFS file systems.

Programming will include a 30-minute weekly interview show "Geek of the Week" featuring prominent members of the networking community, and Malamud says that the show will have "the old-time radio feel, complete with corny theme song and Larry King-style interviews."

Malamud adds that the content of the show would be technical, focussing on networks and interoperability.

Internet now has over 10 million users and is growing at 15 per cent a month and has moved from a research prototype to a global infrastructure and Malamud hopes that his programmes "will introduce its many users to the people who have made this giant machine work."

## Weekly radio show to be new service on Internet

by Tony Waltham

YOU'LL soon be able to log onto The Internet and listen to the sound of Bangkok traffic or Thai temple bells through a new project called Internet Talk Radio, according to the pioneer of this soon-to-be-launched digitized international sound service Carl Malamud.

In Bangkok this week, busily recording sounds of city traffic and temple bells on a digital audio tape recorder and conferring with Ung Aang-Talay on the best restaurants, Malamud took time off to talk about his new "radio station" on the Internet to *Post Database*.

His ultimate objective is to stimulate "desktop broadcasting" and the aim of his programming, initially to be half an hour a week, is to serve as a world trade information service on networking in "this new global village."

He said that just as desktop systems were getting into multimedia, so was the Internet with support for dissemination of sound ranging from "bleeding edge" techniques such as multicast videoconferencing to more

traditional protocols such as anonymous FTP and MIME extensions to SMTP mail.

As for the size of such files and the load they might pose on the Internet, Malamud said that with standard PCM compression and with a bandwidth of 64kbps — the sound quality of the best telephone lines in the United States — sound files would be 500 Kbytes in size for every minute of sound or a 15-Megabyte file for a half-hour programme.

He said he was working with UUNET on this and the aim was to take advantage of the unused bandwidth when traffic on the Internet was light.

Malamud said that at first, Internet Talk Radio — scheduled to start-up at the end of March — would use pre-programmed audio streams since the

**Continued  
on Page 3**